Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-64 (Canceled)

65. (Currently Amended) A method of broadcasting, comprising:

providing a service ID from an issuer to identify a broadcast service wherein the service ID uniquely identifies a broadcast service among one or more broadcast services from a common content server on a common radio channel, and further identifies availability of the broadcast service in an adjacent sector;

sending the service ID from the content server to a base station, wherein the content server is not an adjacent sector base station;

configuring a broadcast service parameters message at the base station that includes the service ID;

transmitting the broadcast service parameters message to a mobile station; and

using the service ID in the broadcast service parameters message at the mobile station to determine the availability of the broadcast service in the adjacent sector.

66. (Canceled)

67. (Previously Presented) The method as in claim 65, wherein the broadcast service has a service name.

68. (Previously Presented) The method as in claim 67, further comprising requesting by the content server the service ID from a global issuer.

69. (Previously Presented) The method as in claim 67, wherein the service ID is a globally unique service ID issued by a global issuer.

70. (Previously Presented) The method as in claim 69, wherein the service ID comprises a BCMDS_ID.

71. (Previously Presented) The method as in claim 70, further comprising associating an IP multicast address and UDP port number with the BCMCS_ID.

72. (Previously Presented) The method as in claim 69, further comprising dynamically generating a BCMCS_ID and associating a lifetime value with the BCMCS_ID.

73. (Currently amended) The method as in claim 67, further comprising requesting by the content server the service ID ~~m~~ from a local issuer.

74. (Previously Presented) The method as in claim 67, wherein the service ID is a locally unique service ID issued by a local issuer.

75. (Previously Presented) The method as in claim 74, wherein the service ID comprises a BCMDS_ID

76. (Previously Presented) The method as in claim 75, further comprising associating an IP multicast address and UDP port number with the BCMCS_ID.

77. (Previously Presented) The method as in claim 74, further comprising dynamically generating a BCMCS_ID and associating a lifetime value with the BCMCS_ID.

78. (Previously Presented) The method as in claim 65 wherein the service ID comprise a BCMCS_ID.

79. (Previously Presented) The method as in claim 78, wherein the BCMCS_ID is a dual BCMCS_ID comprising a global indicator to indicate uniqueness of the BCMCS_ID.

80. (Currently Amended) A method of broadcasting from a base station, comprising:

receiving from an issuer via at least one content server a first broadcast service identified by a first service ID, wherein the first service ID uniquely identifies a broadcast service among one or more broadcast services from a at least one content server on a common radio channel;

receiving via at least one content server from the issuer a second service ID that identifies a second broadcast service received by a neighboring base station sector, wherein the second service ID uniquely identifies a broadcast service among one or more broadcast services from a at least one content server on a common radio channel;

configuring neighbor configuration data that relates to the second broadcast service;

configuring a broadcast service parameters message that includes the second service ID and the neighbor configuration data; and

transmitting the broadcast service parameters message to a mobile station currently receiving the first broadcast service.

81. (Canceled)

82. (Currently amended) The method as in claim 80, wherein the ~~fast~~ the first service ID was provided by a global issuer.

83. (Previously Presented) The method as in claim 80, wherein the first service ID is a globally unique service ID issued by a global issuer.

84. (Previously Presented) The method as in claim 80, wherein the first service ID comprises a first BCMCS_ID and wherein the second service ID comprises a second BCMCS_ID.

85. (Previously Presented) The method as in claim 84, wherein an IP multicast address and a UDP port number are associated with the first BCMCS_ID.

86. (Previously Presented) The method as in claim 80, wherein the first service ID has an associated lifetime value.

87. (Previously Presented) The method as in claim 80, wherein the first service ID is a locally unique service ID issued by a local issuer.

88. (Previously Presented) The method as in claim 87, wherein the first service ID comprises a first BCMCS_ID.

89. (Previously Presented) The method as in claim 88, wherein an IP multicast address and a UDP port number are associated with the first BCMCS_ID.

90. (Previously Presented) The method as in claim 80, wherein the first service ID comprise a first BCMCS_ID.

91. (Previously Presented) The method as in claim 90, wherein the first BCMCS_ID is a dual BCMCS_ID comprising a global indicator to indicate uniqueness of the first BCMCS_ID.

92. (Currently Amended) A method of receiving a broadcast at a mobile station, comprising:.

receiving a first broadcast service identified by a first service ID from a first base station sector, wherein the first service ID uniquely identifies a broadcast service among one or more broadcast services from a content server on a common radio channel;

receiving a broadcast service parameters message that includes a second service ID, wherein the second service ID uniquely identifies a broadcast service among one or more broadcast services from a content server on a common radio channel, and neighbor configuration data, wherein the second service ID identifies a second broadcast service available from a second base station sector, the first and second service IDs being received via a content server from a common issuer;

examining the neighbor configuration data that relates to the second broadcast service;

and

determining, based on the neighbor configuration data, whether the first service ID and the second service ID identify the same broadcast content whereby reception of the broadcast content is continued in the second base station sector.

93. (Canceled)

94. (Previously Presented) The method as in claim 92, wherein the first service ID was provided by a global issuer.

95. (Previously Presented) The method as in claim 92, wherein the first service ID is a globally unique service ID issued by a global issuer.

96. (Previously Presented) The method as in claim 92, wherein the first service ID comprises a first BCMCS_ID and wherein the second service ID comprises a second BCMCS_ID.

97. (Previously Presented) The method as in claim 96, wherein an IP multicast address and a UDP port number are associated with the first BCMCS_ID.

98. (Previously Presented) The method as in claim 92, wherein the first BCMCS_ID has an associated lifetime value.

99. (Previously Presented) The method as in claim 92, wherein the first service ID is a locally unique service ID issued by a local issuer.

100. (Previously Presented) The method as in claim 92, wherein the first service ID comprises a first BCMCS_ID.

101. (Previously Presented) The method as in claim 100, wherein the first BCMCS_ID is a dual BCMCS_ID comprising a global indicator to indicate uniqueness of the first BCMCS_ID.

102. (Canceled)

103. (New) The method as in claim 65, wherein the content server sends the service ID to the base station via a Packet Data Serving Node.

104. (New) The method as in claim 65, wherein the content server comprises a web server configured to serve video and audio to one or more users via user browsers.

105. (New) The method as in claim 65, the method further comprising transmitting a service name to the base station, wherein the service name includes alphabetic characters and is configured to be read and interpreted by an end user.

106. (New) The method as in claim 65, the method further comprising transmitting video content as a broadcast service to the base station.

107. (New) The method as in claim 106, wherein the video content is transmitted using IP packets.

108. (New) The method as in claim 65, the method further comprising providing multicast services from the content server on the same radio channel to the base station.

109. (New) The method as in claim 80, the method further comprising receiving at the base station at least one service ID via a Packet Data Serving Node.

110. (New) The method as in claim 80, the method further comprising receiving at the base station video content from at least one content server.

111. (New) The method as in claim 80, the method further comprising identifying at the base station at least a first multicast service broadcast to the base station by different content servers.

112. (New) The method as in claim 92, the method further comprising receiving at the mobile station from the first base station:

a service name, wherein the service name includes alphabetic characters and is configured to be read and interpreted by an end user; and

video content associated with the service name.